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TRANSMITTAL FORM (to be used for all correspondence after initial file)	Application Number Filing Date First Named Inventor Art Unit Examiner Name	10/619,830 7/15/2003 McClintock Not yet assigned Not yet assigned
Total Number of Pages in This Submission	Attorney Docket Number	24168067.17
	ENCLOSURES (Check all the	at apply)
Fee Transmittal Form Fee Attached Amendment/Reply After Final Affidavits/declaration(s) Extension of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53	Drawing(s) Licensing-related Papers Petition Petition to Convert to a Provisional Application Power of Attorney, Revocation Change of Correspondence Add Terminal Disclaimer Request for Refund CD, Number of CD(s) Remarks	After Allowance communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter X Other Enclosure(s) (please Identify below): Patent references Postcard acknowledgement
	URE OF APPLICANT, ATTORN	NEY, OR AGENT
Firm or James H. Ortega BAKER & McKENZIE Signature Date 8/21/2003	of the	
CE	RTIFICATE OF TRANSMISSIO	N/MAILING
	elope addressed to: Commissioner for Pa	or deposited with the United States Postal Service with atents, P.O. Box 1450, Alexandria, VA 22313-1450 on
Signature	met the	Date 8/21/2003

This collection of information is required by FR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 EFR 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE In respective of the polication of: Kenneth McClintock Serial No.: 10/619,830 Filed: 7/15/2003 For: METHOD FOR ASSOCIATING IDENTIFIERS WITH CAN-TOP ADVERTISEMENTS

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97

Sir:

In accordance with the duty of disclosure under 37 C.F.R. § 1.56, Applicant(s) hereby notify the U.S. Patent and Trademark Office of the document(s) which is/are listed on the attached Form PTO-SB/08A. One copy of the listed documents is submitted herewith.

X (1) This IDS does NOT require a fee or 37 C.F.R. § 1.97(e) statement because it is being filed (check all that apply):

(a) Within three months of the filing date of a national application other than a continued prosecution application under § 1.53(d); OR

(b) Within three months of the date of entry of the national stage as set forth in § 1.491 in an international application; OR

(d) Before the mailing of a first Office action after the filing of a request for
continued examination under § 1.114.
(2) This information disclosure statement is filed before the mailing date of a final
action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes
prosecution in the application, and (check only one):
(a) Is accompanied by the fee set forth in § 1.17(p); OR
(b) Each item of information contained in the information disclosure statement was
first cited in any communication from a foreign patent office in a counterpart foreign application
not more than three months prior to the filing of the information disclosure statement; OR
(c) No item of information contained in the information disclosure statement was
cited in a communication from a foreign patent office in a counterpart foreign application, and to
the knowledge of the person signing the certification after making reasonable inquiry, no item of
information contained in the information disclosure statement was known to any individual
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cited in a communication from a foreign patent office in a counterpart foreign application, and to
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information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

The submission of the listed documents is not intended as an admission that any such document constitutes prior art against the claims of the present application. Applicant(s) does/do not waive any right to take any action that would be appropriate to antedate or otherwise remove any listed document as a competent reference against the claims of the present application.

Please charge any necessary fee or credit any overpayment in connection with this Information Disclosure Statement to Deposit Account No. 13-0480 (please reference 24168067.17).

Respectfully submitted,

James H. Ortega

Reg. No. 50,554

Attorney for Applicant

August 21, 2003

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PTO/SB/08A (02-03)

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7/15/2003

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Under the Pape work Reduction Substitute for form 1449/PTO

Sheet 1

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

First Named Inventor McClintock Art Unit Not yet assigned Examiner Name Not yet assigned

Filing Date

Application Number

Attorney Docket Number

U. S. PATENT DOCUMENTS Cite Examiner **Document Number Publication Date** Name of Patentee or Pages, Columns, Lines, Where Initials* MM-DD-YYYY Applicant of Cited Document Relevant Passages or Relevant Number-Kind Code^{2 (# known)} Figures Appear ^{US-} 6,173,267 01/09/2001 Cairns ^{US-} 6,129,276 10/10/2000 Jelen et al. US- 2001/0053981 12/20/2001 Wyssen US. US-US-US-US-US-US-US-US-US-US-US-US-US-LIS. US-

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages		
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ¹ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁵ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.